



The number of undernourished people has dropped by almost half in the past two decades because of rapid economic growth and increased agricultural productivity. Many developing countries that used to suffer from famine and hunger can now meet their nutritional needs. Central and East Asia, Latin America and the Caribbean have all made huge progress in eradicating extreme hunger.

Unfortunately, extreme hunger and malnutrition remain a huge barrier to development in many countries. There are 821 million people estimated to be chronically undernourished as of 2017, often as a direct consequence of environmental degradation, drought and biodiversity loss. Over 90 million children under five are dangerously underweight. Undernourishment and severe food insecurity appear to be increasing in almost all regions of Africa, as well as in South America.

The SDGs aim to end all forms of hunger and malnutrition by 2030, making sure all people—especially children—have sufficient and nutritious food all year. This involves promoting sustainable agricultural, supporting small-scale farmers and equal access to land, technology and markets. It also requires international cooperation to ensure investment in infrastructure and technology to improve agricultural productivity.

The Saudi Government pays thorough attention to food security, and seeks to realize it at both the local and international levels. KSA is among the world's major contributors to hunger control programs. Besides, the Kingdom envisions raising its agricultural sector's share in the GDP, and revitalizing its role in economic development, as well as diversifying its production base, in a manner commensurate with the Saudi Vision 2030. Furthermore, the Kingdom seeks to boost its agricultural exports; it is among the top countries in the production of dates.

To that end, the Kingdom has made colossal efforts, including:

1. Momentous aids and humanitarian assistance to provide food for millions of people in poor nations;
2. King Salman Humanitarian Aid and Relief Centre provided assistance in excess of USD 262 million during the period 2015-2018;
3. The national program to reduce food loss and waste and to prevent inadequate use of natural resources;
4. Agricultural terraces have been rehabilitated, along with application of rain water harvest techniques in Taif, Assir and Jazan;
5. Assistance is also provided to the electronic trade of dates;
6. King Abdullah Initiative for External Agricultural Investment;
7. A program for prevention and control of Red Palm Weevil insect.

[#FoodforThought: Cheil KSA And WFP Team Up To Raise Awareness About Hunger In The Middle East](#)

JEDDAH – The award-winning marketing solutions agency Cheil KSA launched today a social media campaign in the Middle East to support the United Nations World Food Programme (WFP) in building a world with zero hunger.

Cheil is creating and managing this social media awareness campaign that engages some of the Middle East's most-renowned food bloggers. Focused on global hunger, the series of thought-provoking visuals will be posted on key social media platforms aiming to raise awareness and increase public engagement.

"Our agency's mission is to create Ideas that Move. By following this approach, we wanted to move emotions toward the people who need the most support," says Cheil KSA's Creative Director Laith Abdel Hafez.

As a global leader in the area of corporate partnerships, WFP works closely with a variety of partners to help fight global hunger and has a history of helping companies express their social responsibility through initiatives that benefit communities in need and achieve a measurable, positive impact.

“We can build stronger communities that understand the value of food and food assistance, and the impact of hunger by helping raise awareness,” says Head of Communications and Partnerships in the Middle East Abeer Etefa. “This campaign would act as a daily reminder to people around the world that someone’s plate is empty today.”

In a world where we produce enough food to feed everyone, 815 million people across the globe still go to bed hungry every night. Eradicating hunger by 2030 would mean that we have to rethink how we grow, share and consume our food.

In 2015, the global community adopted the 17 Global Goals for Sustainable Development to improve people’s lives by 2030 WFP aligns itself with two of the 17 global Sustainable Development Goals: SDG2 – Zero Hunger, which aims to eradicate hunger by 2030, and SDG17, which promotes both public and private partnerships.

WFP is the world's largest humanitarian agency fighting hunger worldwide, delivering food assistance in emergencies and working with communities to improve nutrition and build resilience. Due to ongoing conflicts, more than half of the WFP budget goes to the Middle East region and the Arab world. WFP is delivering food and providing cash assistance to millions of people in Yemen, Syria and Iraq as well as helping Syrian refugees in neighbouring countries rebuild their lives.

WFP is also providing school meals to more than two million vulnerable children in Palestine, Jordan, Egypt, Iraq, Sudan and Yemen, giving them a chance to receive a formal education through food assistance.

About Cheil KSA:

Cheil KSA provides various marketing solutions worldwide. It offers strategic, creative, and integrated solutions; and digital campaigns and marketing platform services, as well as experiential marketing solutions, such as events, exhibitions, and retail marketing solutions. It is considered to be a part of Cheil Worldwide Inc. that was founded in 1973 and is headquartered in Seoul, South Korea.

About WFP:

WFP is the world's largest humanitarian agency fighting hunger worldwide, delivering food assistance in emergencies and working with communities to improve nutrition and build resilience. Each year, WFP assists some 80 million people in 80 countries.

[Food waste posing a serious threat to sustainability in the Kingdom of Saudi Arabia – A systematic review](#)

Worldwide, food waste is one of the prime issues threatening food security and the Kingdom of Saudi Arabia (KSA) is not an exception. With 427 kg of food wasted per capita per year, the country ranks among the top food wasters. Ironically, the Kingdom has limited [arable lands](#) and scarce water resources to support mass-scale agriculture and to feed its increasing population, KSA relies heavily on imports and subsidized food to meet needs. Yet, food is wasted at restaurants, caterers, cafeterias and, especially, by households such that food waste is the single-largest component of the landfills. The review article is based on the grey and scientific literature published in the English and Arabic languages on the issue of food waste in Saudi Arabia. Information sources like Web of knowledge, online resources and the databases available through the King Saud University, Saudi Arabia were accessed and used to collect information on food waste, its social, cultural, economic and environmental impacts and related topics. Since food items and groceries are abundantly available to all living in KSA and they are highly subsidized, the residents take food for granted. According to a recent survey, about 78% of food purchased in KSA is discarded each week in order to make room for new groceries. The factors responsible for food waste include: lack of awareness; and insufficient and inappropriate planning when shopping. Food waste in restaurants, celebrations, social events and occasions are enormous. Waste is common in festivals and special events where the customs is to provide more food than required. There is a need to change society's food culture, particularly among the women and the youth, as they are largest segment of the society and the prime food wasters. The analysis of the factors responsible for food waste, identified in this article suggests a "Stop Wasting Food" campaign should be launched. It is also recommended to determine and activate the role of extension education to reduce food waste in the KSA through vibrant capacity building programs for youth and women, in particular, and society in general.

3.4. Food availability and potential food insecurity

Saudi Arabia's population was about 32.28 million in 2016 (World Bank, 2017) and it is expected to reach 40 million by 2025 ([USDA, 2014](#)). The rising trends in population mean more food would be required to meet the food requirements of added masses as well. The increase in population exerts massive pressure on limited agricultural resources forcing KSA to have greater reliance on food imports ([Sadik Abdul-Karim, 2014](#)). It is maintained that at least one fifth of the people in the KSA experience food insecurity (Intini et al., 2012).

4. Food waste in Saudi Arabia: significance and impacts

The level of food waste in the KSA is as high as in other rich countries such as the United States or European countries. Food waste has emerged as one of the prime issues in the Gulf Countries including Saudi Arabia since this region lacks agricultural resources and water. Food wastes in the restaurants, celebrations, festivals, special occasions and social events are enormous where the custom is to provide more food than required. Food waste is an environmental problem due to unnecessary utilization of scarce national and also imported resources, as the food production processes cause air, water and soil pollution and at the disposal stage, untreated food waste may produce huge amounts of methane due to anaerobic decomposition contributing to further [greenhouse gas emissions](#) and thus to global climate change. Thus, food waste contributes to environmental damage not only at the point of [wastage](#) but also on a global scale due to food imports and global distribution of pollutants. In addition, an economic problem ([Aziz, 2012](#)) is induced by food waste because it takes away the major portion of the national revenues of these countries, leaving them to have an increasing dependence on imports on the one hand. On the other hand, a surplus demand for food which is wasted afterwards increases the global food price which decreases the accessibility to food for developing economies. Furthermore, besides the general ethical issue of wasting food, this food insecurity leads to social problems in several economies. This means that food wastage affects all three categories of sustainability – ecology, economy as well as social issues and therefore is also seen as a critical issue within the Sustainable Development Goals (SDGs, sub-goal 12.3) which were released by United Nations in 2015 ([United Nations, 2014](#)).

4.1. Levels of food waste in the Middle East including the Kingdom of Saudi Arabia

Data from the Middle East show similar levels of food waste to those reported at the global level. The [FAO \(2011\)](#) claims that one-third of the global food produced, never

reaches to the consumers and goes to waste – equivalent to around 1.3 billion tons per year. In Saudi Arabia, the level of food waste is higher than other Arab countries as depicted in [Fig. 3](#) and also higher than the global level. The findings of the survey conducted by YouGov – an internet-based market research firm ([Jiwaji, 2014](#)) – indicated that 78% of respondents in the KSA discard food every week to make room for new supply of groceries. According to the Qatar Statistics Authority, the per capita production of solid waste in the KSA is over 1.5 kg per day, placing the KSA among the highest per capita waste producers in the world.

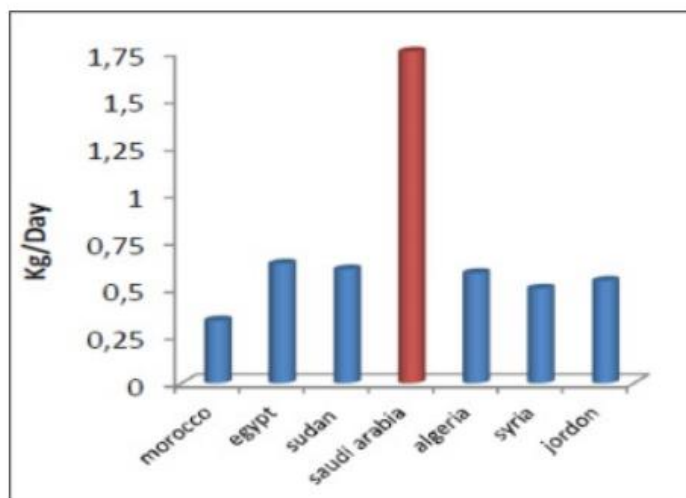


Fig. 3. Per capita solid waste generation in the Kingdom of Saudi Arabia as compared to other Arabian countries

[Faculty of Pharmacy organizes "Awareness to promote Healthy Diet to reduce Fast Food Intake"](#)

THE FACULTY OF PHARMACY, REPRESENTED BY THE STUDENT ACTIVITIES UNIT, ORGANIZED A CAMPAIGN ENTITLED "RAISING AWARENESS TO PROMOTE A HEALTHY DIETARY PATTERN TO REDUCE FAST FOOD INTAKE", ON THURSDAY, MARCH 19, 1439, AT THE HEADQUARTERS OF THE A2 STATION(THE OUTDOOR SQUARE BETWEEN THE BUILDING OF THE FACULTY OF PHARMACY AND THE BUILDING OF THE FACULTY OF BASIC HEALTH SCIENCES.

The campaign aims to support and promote healthy fitness and diet, and to raise awareness to reduce the fast food intake and education of princess Noura bint Abdul Rahman university students.

The campaign began by introducing students to the importance of choosing the right food for them by presenting some ideas and choices from the hierarchy of healthy food, including: the corner of the food pyramid to clarify the contents of the food pyramid and important food sources for the individual, the corner of unhealthy food to clarify how to refrain from unhealthy food in scientific ways proven and correct, the corner of the harsh diet and ensure the types of harsh diets and their negative impact on the health of the human body, and distributed various publications explaining the nutritional values of some types of foods and vitamins and their beneficial effect on the human body.

[The Community Service Unit, in collaboration with The Impact Society, organized an interactive awareness campaign entitled "Healthy Food"](#)

Healthy Food Campaign

The Community Service Unit, in collaboration with the Impact Association, organized an interactive awareness campaign entitled "Healthy Food" on Sunday, March 19, 1441.

The campaign aims to make the most of essential nutrient-rich foods and avoid fast food, soft drinks, sugars and saturated fats, while emphasizing dietary behavior modification.

The campaign was attended by a number of members and students accused of health and preparing healthy food. the number of female students from the college and 20 female students from the college and university was 22.

The campaign was enriched by dr. Nada Benjibeh of the faculty of health and rehabilitation sciences - department of health sciences, and was interspersed with many questions and inquiries.

At the end of the campaign, a competition was held for the best healthy dish won by dr. Faten bin Hamida - computer science dr. Sarah al-Ayouni - student information systems Munira al-Daoud - information systems.

In conclusion, dr. Doaa Nassar, head of the community service unit, thanked the members of the campaign and the organizers, especially the student impact association, which contributed to spreading health awareness and modifying the eating habits of the university's staff.